



## **PRESS RELEASE**

### **Indosat Ooredoo Partners with Out There Media to Deliver Best-in-Class Mobile Advertising Offering in Indonesia**

**Jakarta, November 15, 2021** – Indosat Ooredoo, Indonesia’s leading digital telco, and [Out There Media](#) (OTM), a global leader in mobile advertising and data monetization, announced their partnership today. Indosat Ooredoo will adopt OTM’s proprietary and award-winning mobile engagement technology platform, Mobucks™, and leverage OTM’s network of brands and brand agencies, to strengthen its digital advertising strategy for its 62.3 million subscribers.

OTM’s Mobucks technology enables Indosat Ooredoo to bring subscribers targeted and interactive messaging campaigns from its chosen brand and agency partners. OTM’s technology will leverage Indosat Ooredoo’s analytics and understanding of the market, allowing its platform to combine precise targeting and personalization with reach, thus enabling “micro-targeting at scale” for its future brand clients, achieving outstanding results, 70x better performance in terms of engagement, response, conversion, and ROI compared with industry benchmarks.

“Today more than ever, it’s critical that we are able to connect with our subscribers in impactful, engaging, interactive, and innovative ways. Mobile advertising is a key part to achieving this, and we’re delighted to be officially partnering with Out There Media to further our ambitions in this space. With this partnership, we’re looking forward to delivering interactive mobile advertising campaigns that go beyond the reach of traditional advertising channels available today. This is an exciting time for Indosat Ooredoo, and we look forward to announcing our initial campaigns in due course,” said **Ritesh Kumar Singh, Chief Commercial Officer of Indosat Ooredoo.**

“We are extremely excited to have been selected by Indosat Ooredoo to support its mobile advertising offering. Brands today are always looking at new ways to engage with their customers, while at the same time, operators want to keep offering relevant products and offers to their subscribers from brands they love,” said **Michael Jahotsen, Sales Director Indonesia, Out There Media.** “Our technology offers the best of both worlds, providing brands with the reach and targeting they need while enabling mobile operators to become substantial



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players in the digital ad space, unlocking significant revenue streams and offering them the engagement they crave from their subscribers. We're looking forward to launching some exciting campaigns with Indosat Ooredoo's brand partners to demonstrate just how transformative and powerful Mobucks can be for the operator and brand world."

In addition to this partnership for mobile advertising, Indosat Ooredoo has recently joined the humanitarian initiative led by Out There Impact, OTM's impact division committed to using the power of mobile technology for the greater good. Together with several other global mobile operators, Indosat Ooredoo will take part in an [educational mobile campaign](#) launched by Out There Impact on behalf of the World Health Organization to help contain the ongoing spread of COVID-19. The campaign is being distributed to more than 300 million global citizens via OTM's global network of mobile operators.

Indosat Ooredoo consistently encourages digital innovation for the advancement of the Indonesian telecommunications industry. Through strategic collaborations with local and global partners, Indosat Ooredoo brings the best experience to meet customers' digital telecommunication needs and support digital transformation for businesses of all sizes. The strategic partnership also comes as Indonesia welcomes more commercial launches of 5G services in the country and enables Indosat Ooredoo to identify and maximize new business model opportunities in the future.

To find out more about OTM's Mobuck's technology, visit: [www.out-there-media.com/mobucks](http://www.out-there-media.com/mobucks)

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### **About Indosat Ooredoo**

Indosat Ooredoo (IDX: ISAT), a member of Ooredoo Group, is building Indonesia's leading digital telco, enabling access and greater connectivity for everybody and every business. Indosat Ooredoo aspires to enrich the lives of Indonesians in the digital world.

The Company reported 62.3 million mobile customers as of 9M 2021 and operates 70,109 4G BTS that covers nearly 90% of the population. For other information about Indosat Ooredoo, please contact:

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### **About Ooredoo**

Ooredoo is an international communications company operating across the Middle East, North Africa, and Southeast Asia. Serving consumers and businesses in 10 countries, Ooredoo delivers the leading data experience through a broad range of content and services via its advanced, data-centric mobile and fixed networks.

Ooredoo generated revenues of QAR 22.1 billion as of 9M 2021. Its shares are listed on the Qatar Stock Exchange and the Abu Dhabi Securities Exchange.

Twitter : <http://www.twitter.com/Ooredoo>

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YouTube : [www.youtube.com/ooredoo group](http://www.youtube.com/ooredoo group)

### **About OTM**

Out There Media is a leading global mobile advertising company that uniquely links mobile operators with advertisers via its proprietary, award-winning technology, Mobucks™.

The company's platform enables operators to become a substantial player in the digital ad space and unlock significant revenue streams for them, and brands and agencies to reach their audiences, in a highly targeted manner, leading to unprecedented levels of consumer engagement.

OTM works with Fortune 500 companies such as Unilever, Pepsi, Nestle, L'Oreal, Coca Cola, P&G and mobile operators such as Vodafone, Vodacom, Telenor, Starhub, Zain or MTN Group. The Company is headquartered in Vienna, Austria with operations across the globe.

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